

# **Privacy Policy**

## **1. Introduction**

Pylon Manufacturing Corporation has created this Privacy Policy to demonstrate its commitment to user privacy and online data security, and to communicate its online information gathering, use and dissemination practices for users of the Pylon Web sites (the "Pylon Web sites"). Please take the time to read and understand our Privacy Policy so that you can understand how we treat your personal information.

Pylon reserves the right to change the terms and conditions of this Privacy Policy at any time in its sole discretion. Pylon will post any changes to the Privacy Policy. You are responsible for regularly reviewing this Privacy Policy and all such changes.

## **2. Information Collected**

### *a. Information Automatically Collected*

If you do nothing during your visit but browse through the Pylon Web sites, read pages, or download information, we will gather and store certain information about your visit automatically. This information does not identify you personally. This information may include, but is not limited to, your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by Pylon for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Pylon Web sites. To enhance your experience on the Pylon Web sites, Pylon uses a standard feature found in browser software called a "cookie." Cookies are small files that your Web browser places on your hard drive for record-keeping purposes. By showing how and when visitors use the Pylon Web sites, cookies help Pylon track user trends and patterns. Cookies also prevent you from having to re-enter your preferences on certain areas of the Pylon Web sites when you have entered preference information before. You have the ability to accept or decline cookies.

### *b. Information You Provide to Us*

If you choose to provide us with personal information either while on the Pylon Web sites, or in responding via email or completing a survey in connection with a feature provided on the Pylon Web sites, we use that information to respond to your message and to help us provide you with information that you request. Pylon does not capture any such personal information without your knowledge or consent. This information may include demographics, first name and email address. Under no circumstances will Pylon request your social security number or bank account information when visiting Pylon Web sites.

Under certain circumstances (e.g. event registrations), you may be asked to provide your credit/debit card number. All transactions involving your credit/debit card number are conducted using a (SSL) Secure Socket Layer connection. This connection provides increased security to the information as it is transmitted to our Web sites. We will only use your credit/debit card number for the processing of our payment.

With your permission, we may share your personal information for marketing and advertising purposes, including other Travel Michigan state tourism industry partners. In no event will we release your credit/debit card number. If you register for an event, the information you provide in your registration will be shared with the coordinator for that event. Except as otherwise provided in this Privacy Policy, any information you submit will not be shared with, disclosed or distributed to third parties, except that Pylon may disclose your personal information when required to do so by law, for example, in response to a court order or a subpoena, in response to a Michigan Freedom of Information Act request, when requested by a law enforcement agency and/or when Pylon has reason to believe that someone is causing injury to or interference with the rights or property of another.

## **3. Pylon's Protection and Use of Your Personal Information**

Except as otherwise provided in this Privacy Policy, if you choose to provide Pylon with personal information, Pylon will only use that personal information within its organization to respond to your specific request or email, and to inform you of various programs, activities or services. Pylon will store this personal information in its secure database, and will take appropriate measures to safeguard personal information against unauthorized disclosure or use.

#### **4. Opt-Out Policy**

You have the option to opt out of being contacted by or receiving information from Pylon, its sponsors, affiliates and/or partners, and to choose how Pylon uses your personal information. You may also review, update and correct your personal information. You may exercise these options by sending an email with your request to [info@pylonhq.com](mailto:info@pylonhq.com).

#### **5. Exceptions to Protection of Personal Information**

Pylon's obligations under this Privacy Policy do not apply to any information or data that: (a) is not identifiable as yours; (b) is or becomes entirely in the public domain; (c) was known to Pylon prior to its access to the information or data; (d) received lawfully from a third party through no breach of any obligation of confidentiality owed to you; and/or (e) created by Pylon independently of its access to, or use of, your personal information.

#### **6. Security**

Pylon has put in place appropriate physical, electronic and managerial procedures to safeguard and help prevent unauthorized access, maintain data security and correctly use the information we collect online.

#### **7. Links to Other Sites**

The Pylon Web sites have links to other Web sites. Once you link to another Web site, you are subject to the privacy policy of the new Web site.

#### **8. Additional Information**

Questions regarding this Privacy Policy or the practices of the Pylon Web sites should be directed to Pylon by emailing such questions to [info@pylonhq.com](mailto:info@pylonhq.com).

**For more information, please contact us at:**

**1-800-626-4902**

Monday - Friday 8:00 a.m. - 5:00 p.m.  
Eastern Standard Time

Or address written correspondence to the following address:

**Pylon Manufacturing Corporation  
600 West Hillsboro Boulevard, Suite 400  
Deerfield Beach, Florida 33441**